

2003 California Children's Healthy Eating and Exercise Practices Survey

Table PP! 5: Percentage of California Children Reporting Awareness of the *Campaign's* Television Spots (Phone Sample)

Do you ~~recall~~ remember seeing or hearing any TV commercials ~~that promoted an educational program called~~ about *5 a Day-Power Play!*?

	Aware of the <i>Campaign's</i> Television Spots, Percent of Children
Total	40
Gender	
Males	44
Females	36
Ethnicity	
White	35
African American	35
Latino	43
Asian/Other	47
Income	
≤\$19,999	56 *
\$20,000 - \$49,999	40
≥\$50,000	36
Federal Poverty Level	
≤ 185%	51 **
> 185%	35
Food Stamps	
Yes	35
No	41
Overweight Status	
Not at Risk	37
At Risk/Overweight	46
Physical Activity	
≥60 minutes	38
<60 minutes	43
School Breakfast	
Yes	39
No	40
School Lunch	
Yes	41
No	39
Nutrition Lesson	
Yes	40
No	41
Exercise Lesson	
Yes	42
No	36

A box around a group of numbers signifies that differences observed within this group are statistically significant.

Chi Square Test

* $p < .05$

** $p < .01$

2003 California Children's Healthy Eating and Exercise Practices Survey

Table PP! 5a: Percentage of California Children Reporting Awareness of the *Campaign* Other Than Television Spots (Phone Sample)

Other than TV commercials, have you seen or heard about *5 a Day-Power Play!* anywhere else?

	Aware of the <i>Campaign</i> Other than Television Spots, Percent of Children	
Total	24	
Gender		
Males	26	
Females	21	
Ethnicity		
White	18	**
African American	37	
Latino	30	
Asian/Other	13	
Income		
≤\$19,999	42	**
\$20,000 - \$49,999	19	
≥\$50,000	22	
Federal Poverty Level		
≤ 185%	30	*
> 185%	20	
Food Stamps		
Yes	25	
No	24	
Overweight Status		
Not at Risk	26	
At Risk/Overweight	20	
Physical Activity		
≥60 minutes	24	
<60 minutes	22	
School Breakfast		
Yes	18	
No	25	
School Lunch		
Yes	24	
No	24	
Nutrition Lesson		
Yes	20	*
No	30	
Exercise Lesson		
Yes	22	
No	28	

A box around a group of numbers signifies that differences observed within this group are statistically significant.

Chi Square Test

* p<.05

** p<.01

2003 California Children's Healthy Eating and Exercise Practices Survey

Table PP! 5b: Percentage of California Children Reporting Awareness of the *Campaign* (Phone Sample)

Do you ~~recall~~ remember seeing or hearing any TV commercials ~~that promoted an educational program called about~~ *5 a Day-Power Play!*?

Other than TV commercials, have you seen or heard about *5 a Day-Power Play!* anywhere else?

	Aware of the <i>Campaign</i> , Percent of Children
Total	48
Gender	
Males	50
Females	46
Ethnicity	
White	43
African American	54
Latino	52
Asian/Other	47
Income	
≤\$19,999	57
\$20,000 - \$49,999	45
≥\$50,000	48
Federal Poverty Level	
≤ 185%	56
> 185%	45
Food Stamps	
Yes	39
No	49
Overweight Status	
Not at Risk	47
At Risk/Overweight	52
Physical Activity	
≥60 minutes	46
<60 minutes	51
School Breakfast	
Yes	45
No	49
School Lunch	
Yes	48
No	49
Nutrition Lesson	
Yes	46
No	51
Exercise Lesson	
Yes	48
No	48

A box around a group of numbers signifies that differences observed within this group are statistically significant.

Chi Square Test

* p<.05

2003 California Children's Healthy Eating and Exercise Practices Survey

Table PP! 7: Range in Number of Servings of Fruits and Vegetables Consumed by Awareness of the *Campaign's* Television Spots¹ (Phone Sample)

How many servings of each (fruits, vegetables, 100% juices (vegetable or fruit), salads) did your child eat/drink in this category?

Do you ~~recall~~ remember seeing or hearing any TV commercials ~~that promoted an educational program called about~~ *5 a Day-Power Play!*?

		Servings of Fruits and Vegetables, Percent of Children			
		0 ²	1-2	3-4	5+
Total	Percent	6	29	41	24
Aware of the <i>Campaign's</i> Television Spots					
Yes	40	5	25	45	24
No	60	7	32	37	24

¹ Not aware includes those reporting "no" and "don't know."

² Categorized as having 0.5 servings or less.

Rows may not add up to 100% due to rounding.

California Department of Health Services: September 2005

2003 California Children's Healthy Eating and Exercise Practices Survey

Table 7a: Range in Number of Servings of Fruits and Vegetables Consumed by Awareness of the *Campaign*¹ (Phone Sample)

How many servings of each (fruits, vegetables, 100% juices (vegetable or fruit), salads) did your child eat/drink in this category?

Do you ~~recall~~ remember seeing or hearing any TV commercials ~~that promoted an educational program called about~~ *5 a Day-Power Play!*?

Other than TV commercials, have you seen or heard about *5 a Day-Power Play!* anywhere else?

		Servings of Fruits and Vegetables, Percent of Children			
		0 ²	1-2	3-4	5+
Total	Percent	6	29	41	24
Aware of the <i>Campaign</i>					
Yes	48	5	28	44	23
No	52	7	30	38	25

¹ Not aware includes those reporting "no" and "don't know."

² Categorized as having 0.5 servings or less.

Rows may not add up to 100% due to rounding.

California Department of Health Services: September 2005

2003 California Children's Healthy Eating and Exercise Practices Survey

Table PP! 8: Belief About the Number of Servings of Fruits and Vegetables Needed for Good Health by Awareness of the *Campaign's* Television Spots¹ (Phone Sample)

How many total servings of fruits, ~~fruit juice,~~ and vegetables ~~or salads~~ do you think you should eat every day for good health?

Do you ~~recall~~ remember seeing or hearing any TV commercials ~~that promoted an educational program-called about~~ *5 a Day-Power Play!*?

		Servings of Fruits and Vegetables Believed Needed ² , Percent of Children		
		1-2	3-4	5+
Total	Percent	13	32	55
Aware of the <i>Campaign's</i> Television Spots				
Yes	40	7	29	64
No	60	18	34	49

**

¹ Not aware includes those reporting "no" and "don't know."

² Excludes those reporting "don't know."

Rows may not add up to 100% due to rounding.

A box around a group of numbers signifies that differences observed within this group are statistically significant.

Chi Square Test

** p<.01

California Department of Health Services: September 2005

2003 California Children's Healthy Eating and Exercise Practices Survey

Table PP! 8a: Belief About the Number of Servings of Fruits and Vegetables Needed for Good Health by Awareness of the *Campaign*¹ (Phone Sample)

How many total servings of fruits, ~~fruit juice,~~ and vegetables ~~or salads~~ do you think you should eat every day for good health?

Do you ~~recall~~ remember seeing or hearing any TV commercials ~~that promoted an educational program called about~~ *5 a Day-Power Play!*?

Other than TV commercials, have you seen or heard about *5 a Day-Power Play!* anywhere else?

		Servings of Fruits and Vegetables Believed Needed ² , Percent of Children		
		1-2	3-4	5+
Total	Percent	13	32	55
Aware of the <i>Campaign</i>				
Yes	48	7	30	63
No	52	19	34	48

**

¹ Not aware includes those reporting "no" and "don't know."

² Excludes those reporting "don't know."

Rows may not add up to 100% due to rounding.

A box around a group of numbers signifies that differences observed within this group are statistically significant.

Chi Square Test

** p<.01

California Department of Health Services: September 2005